



SkodaAuto India introduces Skoda Shield

- ***A unique after sales initiative to enhance customer experience***
- ***Includes Basic Motor Insurance, 24x7 Roadside Assistance and Extended Warranty***

Mumbai- August 3rd, 2010: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India has announced ***SkodaShield***; a unique after sales proposition for Skoda customers. Skoda shield will ensure *“4 years of carefree driving”* with zero worries ownership experience for all customers.

Speaking about this initiative, **Mr. Detlef Roemhild, Sr. General Manager, After Sales, SkodaAuto India** said, *“SkodaAuto believes that the aftermarket services constitute a critical component in the customer’s ownership experience with their vehicles and above all is a strong driver of brand loyalty. SkodaShield only reiterates Skoda’s endeavor to provide innovative products and service to our customers that suits their needs and lifestyle.”*

The all-inclusive package consists of Basic Motor Insurance, 24X7 roadside assistance and Extended Warranty. It is available with all Skoda models including the Skoda Superb, Laura and Fabia. Customers can opt for the *SkodaShield* at a nominal fee (see table) only at the time of purchase of new car.

- I. Basic Motor Insurance - **Basic Motor Insurance** consists of a one-year comprehensive insurance policy. This is clubbed with 24x7 Roadside Assistance for the same term as the insurance.
- II. **24x7 Roadside Assistance for the period of insurance - 24x7 Roadside Assistance** will offer on-site support to customers in case of breakdown or accident. , so that they may carry forward on their journey without major interruption.





III. **Extended Warranty for additional 2yrs/1,00,000 Kms - Extended Warranty** is an extension of the new car warranty offered by Škoda Auto India and increases the coverage by two years or upto 1,00,000 Kms over the standard warranty. Hence with extended warranty the cover will be 2+2 years/100,000kms (whichever is earlier)

About SkodaIndia: Skoda has been operating in India since November 2001 as a subsidiary of SkodaAuto a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. **SkodaIndia** has 3 models on sale in India – Skoda Superb, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **63 Dealerships** and **4 Boutique showrooms** across the country and has sold **over 91595 units** since November 2001.

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